

THE FIRST FOUR YEARS

**THE MAYOR'S OFFICE OF
ECONOMIC DEVELOPMENT
ACCOMPLISHMENTS**

2011-2014

REPORT TO THE MAUI COUNTY COUNCIL

FEBRUARY 3, 2015

BUSINESS DEVELOPMENT SUCCESSES

- Developed and managed the \$ 1 million Economic Development Revolving Fund (**EDRF**) program. OED advertised the program, created the EDRF review committee and oversaw the review process. OED created a final report and recommendation to the Mayor, which was accepted and is now in Council committee.
- Planned and executed Maui County's participation in the **Philadelphia Flower Show** which was themed "Hawaii, Islands of Aloha" in March of 2012. Coordinated virtually every detail to take up 12 companies to the show, including getting all of their products shipped to Philadelphia. Continued to work the show during its 10-day duration.



- Produced 3 **Mayor's Small Business Award Programs** and successfully awarded 21 Mayor's awards to businesses throughout the county.



- Initiated the **Maui Friday Town Parties** program. OED sent staff persons to each town meeting during the planning stages of the parties, and for a full year thereafter. We also sent staff to assist in helping at the individual parties. When Paia's party was deemed unsafe due to the crowds and no ability to close the roads, OED successfully helped Kihei get an organization of volunteers up and running. OED sent a staff person to all the meetings for the first year and OED staff assisted at the first 5 monthly parties.

We are proud to say that today, all the parties are running smoothly and do not require OED staff time.



- We worked with Lanai Chamber of Commerce to start **Lanai 5th Friday** parties. Lanai City has officially joined the umbrella of the Maui Friday Town Parties, and their January party was the first advertised under the joint town marketing program.
- OED worked with the Professional Windsurfing Association (PWA) to bring two very prestigious windsurfing tournaments back to Hookipa after a long absence. The American Windsurfing Association holds its national championship on Maui in November, immediately followed by the PWA international championship. OED supported the Aloha Classic Professional Windsurfing Tournaments with grant funds and staff to assist getting the events up and running. After three years of building success, the tournaments are poised to go to the next level.



- OED successfully brought **Halloween** back to Front Street. Working with the Mayor's Staff, we provided a significant contingency of staff to the meetings leading up to Halloween 2011, then helped staff the actual event to assure a fun, family-friendly event. Today the event is running smoothly without OED or Mayor's staff.



- In 2013 OED took 18 companies to participate for the first time at the **Made In Hawaii Festival**. They collectively sold \$100,000 in products and gained 95 leads and 20 wholesale accounts.



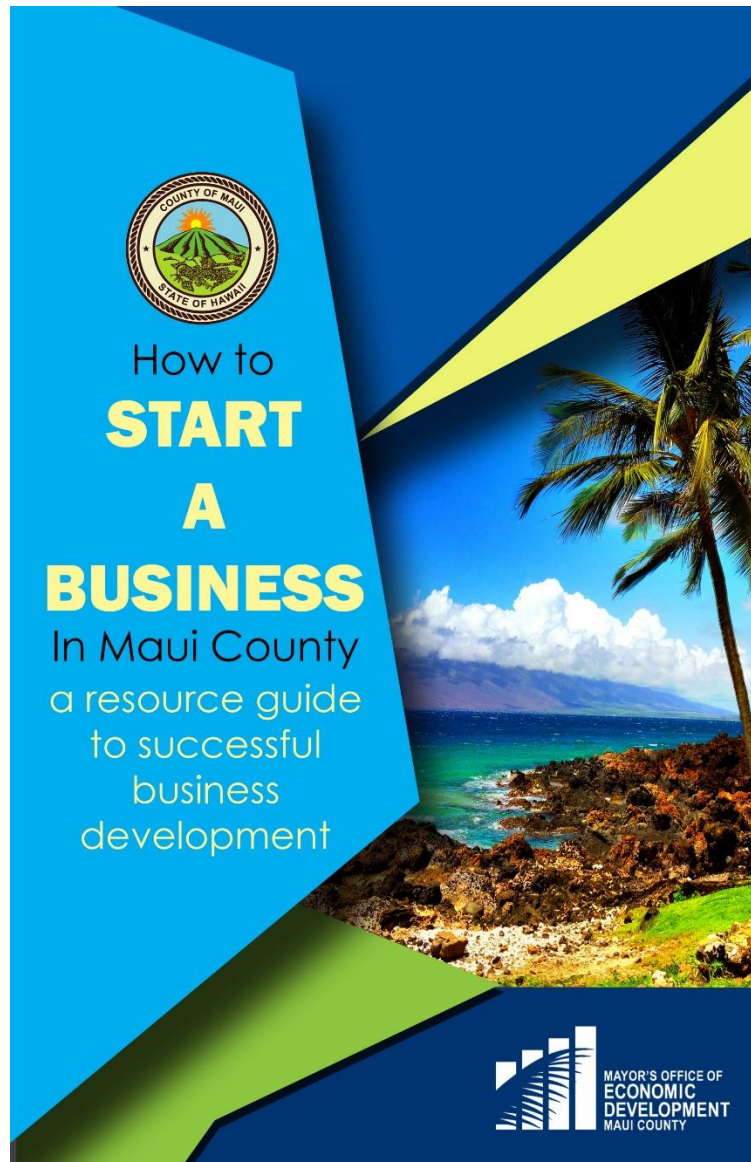
- Created the first-ever **Made In Maui County Festival**. Oversaw virtually every detail and planned it actively for 9 months. The show debuted with 130 companies participating, and collectively they sold over \$300,000 worth of products, gained 1,070 leads and 180 wholesale orders. The first show was attended by 9,409 people (35% visitors), not including vendors and their staff.



- In its quest to drive more grant funds to businesses who provide employment in Maui County, OED created the first ever **Small Business Revitalization Grants**. This 60/40 matching grant was rolled out for small businesses in Molokai, East Maui and Lanai. To date we have given out 18 grants to small businesses in these regions. We completed a second round in Lanai and will be announcing a second round in Molokai and East Maui soon. This grant program has assisted small businesses with under 10 employees and helped them make critical purchases to gain efficiency and build capacity.

- OED started the **Business Development Strategic Alliance** that is made up of all organizations on the island that are doing business development. The group consists of representatives from Lokahi Pacific, MEO Business Development Center, Maui Economic Development Board, Small Business Development Center, High Technology Development Corp/INNOVATE Hawaii, Maui Chamber of Commerce, MCBRC, UH Maui College, and OED. The group meets monthly to create awareness and synergy between all the organizations. It has produced great collaboration and all the partners in this group assisted OED with the Made In Maui County Festival.
- OED participated with two staff members assisting **Paia Town** in their **strategic planning** process.
- OED developed and executed the first **Small Business Conference on Molokai**.
- OED sent a specialist to help train **Molokai vendors** to better participate in the Made in Hawaii Festival as well as the Made in Maui County Festival.
- OED participates, **partners and/or sponsors other organizations** promoting local business opportunities and/or events for Maui County – i.e. Start-up weekend, Maui Social Media Users Group, Maui WorkPress, Maui Business Brainstormers, Small Business Week, Maui Comedy Festival, EUV Lithography Conference, Maui Makers, Hemp Workshop, Concierge Convention Westin, Food Technology Innovation Center, olive farmers in upcountry, just to name a few.
- OED sent a specialist to Washington DC to promote Maui product companies at the **“Taste of Hawaii”** event and represented Maui in the **“Hawaii on the Hill”** hosted by Senator Mazie Hirono.

- Updated and completely overhauled the “**How To Start a Business in Maui County**” booklet. The book was badly outdated, and had information that was no longer correct. The newly revised book should be published by March 2015.



- OED worked with the Business Research Library to put an **executive summary** in the Maui County Data Book. This had never been done before.

- OED was informed that the 2013 **Maui Invitational Basketball Tournament had inadequate broadband capacity** for streaming video and all the social media being sent out from the games. OED brought Kemper/Lesnicks, Oceanic Time Warner Cable, and the Maui Visitor's Bureau together to discuss a solution. By bringing the parties together, we were able to come up with a solution in which the costs were split amongst our four entities. The infrastructure work was finished in time for the games this Thanksgiving!
- OED was approached by **Old Maui High School** for a **long-term solution** to having the campus used for a higher purpose. With the Mayor's blessing, OED brought County directors, the managing director, and corporation counsel together to discuss possible solutions for reutilizing this campus. It was decided that the best way would be to offer a long-term lease to someone who could afford to provide infrastructure improvements and use it for one of the uses that was approved in the executive order. OED then visited each Council member to inform them of plans to put out an RFP. We worked with Corporation Counsel for a period of four months to draft the RFP and finally sent out a press release this last July. The RFP's are due in March of 2015.
- OED has just finalized and procured a contract through the Applied Research Laboratory of University of Hawaii for a **preliminary assessment of Maui's broadband capacity** (or lack thereof) and recommendations for increasing it. The work will take place over the next 3 months. With this report in hand, OED can then bring all parties to the table to discuss developing a comprehensive broadband strategy that will help us cope with the exponentially increasing demand for bandwidth in our county.
- OED is working with Maui Arts and Cultural Center on blanketing the outside grounds of the MACC for Wi-Fi, as well as enhance capability for Wi-Fi in Castle and McCoy theaters. Wi-Fi became a problem at the MACC for OED's national energy conference and the Made In Maui County Festival. We suggested that considering all the social media that goes out from MACC events, this would be a necessary innovation for the MACC.

INTERNATIONAL WORK

- Planned and Executed **Maui County's involvement in Asia Pacific Economic Cooperation conference (APEC)**. OED designed and managed our Maui County booth at APEC in the Hawaii Convention Center. We produced a glossy magazine style booklet on Maui's economy that was passed out to all the delegates of APEC. OED also coordinated the competitive "**APEC Business Showcase**" for Maui companies who if chosen, could display their company at APEC. HnU was awarded the coveted spot for Maui.



- Managed Maui County's participation with the **Sister City Summit** in Honolulu at the Royal Hawaiian Hotel which took place in conjunction with **APEC**. Also oversaw taking care of our Sister City delegate from Goyang, both at the summit and his subsequent visit to Maui to sign an MOU to become a Sister City with Maui County.



- Coordinated **Mayor's trip with community delegation to Japan and South Korea**. Objectives were to find a new sister city in South Korea, and to view energy projects in Japan and enhance relations with NEDO and Hitachi.

- Planned, developed, and coordinated all travel and participation in the **Goyang International Flower Show** in both 2012 and 2013. Showcased Maui's culture through music, dance, photos, and flowers. Maui's booth won the People's Choice award for our booth in 2012, and won the Prime Minister's Award in 2013 for our booth. Maui County donated the award check back to the victims of the South Korean ferry disaster.



- OED worked for 9 months to get permission to export a **Silversword plant** for display at the **Goyang International Flower Show**. Successfully guided the project through getting permission, and then getting it through ag inspection and customs in United States and South Korea.



- OED produced a **visitor industry workshop on South Korea** with over 150 people attending. The aim of the workshop was to teach our visitor industry how to better serve visitors from South Korea.
- OED produced a **visitor industry workshop on China** with over 200 people in attendance. The aim of the workshop was to teach our visitor industry how to better serve visitors from China.
- OED oversaw and executed the **Goyang visit** and ceremony for the signing of our **Sister City agreement** in Jan. of 2012. We planned an official “state” dinner for all visiting international dignitaries, community members, Council members and Mayor’s staff members.
- OED has hosted and/or assisted with over **7 visits from international dignitaries** including Goyang, South Korea, Taiwan, China, Japan from cities of Ping Tung, Fukuyama, Goyang, Miyakojima & Hachijo. Arranged items for gifts, transportation, worked on welcome ceremonies and dinners.



INTERNAL ACCOMPLISHMENTS

- In fiscal 2015 OED is managing a \$10 million budget. OED has managed its budget perfectly, never being over budget in either staff or admin costs, and always executing the grants on time and within the scope of the fund description.
- **Renovated OED Office** to remove & replace moldy carpet, tiled the lunch room and repainted entire office.
- We were successful in **creating the first ever branding logo for OED** and have successfully branded all of our events and projects since. All OED events are now branded with Mayor's Office of Economic Development.



- OED initiated the **disbanding of the Maui County Commission on Culture and Arts** which was a recommendation of the 2010 Cost of Government Commission. OED was successful in communicating with the current commission members our intent, and taking the proposal to disband the commission to the Council for a vote. There was no testimony in support of keeping the commission. The vote passed, and the commission was dissolved. OED followed up with thanking each member of the commission for their service.
- OED implemented a **weekly bullets** program to fully inform our staff on what each member is working on. These bullets are also sent up to the Chief of Staff and Managing Director so they are kept informed on what OED is working on.

- OED has engaged its staff in **annual strategic planning sessions** which set our program of work for the year. These sessions have proved to be very helpful in building our team, empowering each member to contribute to our goals, and set a course for us to follow for the year.
- OED assisted the **Maui County Planning Department with their statewide conference**. OED provided gifts for all the speakers, we did program planning for two of their sessions that dealt with agriculture, and we produced a short video on the Kula Ag Park to be used in one of their panels.
- OED created an **OED Facebook page** to promote OED brand, our projects, and businesses we work with.
- The **OED website** was completely re-written and updated during the first year, and we continue to update as needed.
- **OED encouraged staff training and personal development**. Many staff members took advantage of the opportunity to enhance their skills in both personal and business sector education.

AGRICULTURE SUCCESSES

- Produced Maui's first **olive conference** to assist in helping to grow this fledgling industry. The industry now has enough mature trees coming to harvest, that they are in need of purchasing an olive press to start production. The growers are working on a cooperative model for pressing oil.
- Through its Kula Ag Park Committee, the **ordinances that govern the Kula Ag Park have been updated and revised** and will soon be transmitted to the Mayor and council and review and adoption.
- OED oversaw two lots in the **Kula Ag Park transition to new farmers**. We continue to have **all 31 lots leased**.
- OED oversaw the **re-lining project of the Kula Ag Park reservoir** in 2011. We managed the communication with all the farms and created watering schedules for them so that the limited water available would last through the project.



- OED managed a **water crisis in the Kula Ag Park** in 2014 when an HC&S ditch flume broke. OED worked with EMI and the Dept. of Water Supply to communicate with the farmers, allocate water and schedules so that the limited water available would last. The water crisis lasted for over 6 weeks.
- OED agriculture specialist **attended every meeting of the Agriculture Working Group** that was established by Councilman Guzman.
- OED attended nearly every meeting of the Maui County Farm Bureau, the Farmer's Union and many other ag-related meetings, conferences, and workshops.
- OED has been working with Rep. Kyle Yamashita, Mayor Arakawa, and County Council to utilize **\$5 million in state funds to purchase land in Kula for expansion of the Kula Ag. Park.** To utilize these funds the County of Maui was tasked to match the state funds with an additional \$3 million. OED was successful in negotiating with the state to reduce the match to \$1 million for the county match, and was subsequently successful in getting the \$1 million approved in the FY 2015 county budget.
- OED ordered an appraisal for the land which has been completed within the last two weeks. Negotiations are ongoing. We have until June 30th of 2015 to expend the state funds.

ECONOMIC DEVELOPMENT GRANTS MANAGEMENT

- One of OED's core responsibilities is to give out Economic Development grants for a multitude of programs and sectors. When we came into office, Maui's unemployment rate was close to 9%. We knew that these funds appropriated through the county budget process were precious and therefore designed a strategy to make sure the funds were spent well and would be utilized in a way that would benefit Maui's fragile economy. **OED has worked diligently to change the culture in how we appropriate county economic development grant funds. Our strategies include all of the following:**
 1. Created the first-ever **OED grants handbook** to help applicants understand the OED grant process and assist them in filling out grants.
 2. Held **OED grant training** and outreach sessions on all 3 islands & Hana. We send out letters to all line-item grantees giving them notice and deadlines to submit their grants. We continue to look for new and innovative projects to expend grant funds on. Through our outreach we have been able to expand our grant funds beyond the typical events that are funded. We continue to look for projects that will have a lasting economic effect in the community.
 3. **All grant applications are reviewed by three people in OED.** One specialist is assigned to review the program narrative and budget, our grants manager reviews all grants for proper documentation and tax compliance, and the OED Director reviews and does final sign off of all the grant applications.
 4. OED has worked diligently to assure that all grant applications truly had an economic **development component and provided some benefit to our economy.**
 5. OED moved all grantees to performance based reporting. We developed methods to change the **OED grant application to strengthen performance measures** and accountability. We continually consult with grantees on how to best measure their programs and projects.
 6. OED added for the first time a **required dashboard of metrics and outcomes** for line item grantees so that performance measures can be assessed year over year. This dashboard must be included in all

grant applications for line item grants or grants that are funded continually. This gives a tool to OED to see the trend of an organization's performance, i.e. Is this a vibrant, growing program, or is it on the decline? Are their performance measures getting better or worse?

7. OED looks constantly for opportunities to **get grant funding to organizations and businesses that provide jobs**, i.e. the Small Business Revitalization Grants.
8. OED dives into each program to **assess the financial strength** and the financial sustainability of the proposed project. If the project had no way to ever be independently sustainable, we asked the grant applicant how they would survive if the county could no longer fund them. We would look carefully at starting a new program that could never be financially sustained, and we have turned down many.
9. There are some programs that have a higher purpose like Environmental Protection that rely solely on government funds. OED does not question these kinds of programs on independent financial sustainability, but instead questions whether they **are leveraging the county funds with state and federal funding**. An example of this was OED sending a letter to the Axis Deer Working Group that OED would no longer fund them until they lobbied and received appropriate state funding from DLNR to assist with the deer problem.
10. Asking each grantee (if applicable): "Do you raise money for your own project or event? i.e. entry fee, parking fee, fee for services etc. If the answer was no, then we asked them, **"Why do you think the taxpayers of Maui should pay for this?"** This conversation resulted in Ag Fest starting to charge an entry fee in 2014. The Upcountry 4H Fair started charging for parking in 2014. The Kihei Friday Town Party takes the water concession for the party as a way to raise additional funds. Lanai 5th Friday will be selling a passport to attendees that when filled out by at least 10 businesses allows the attendee to enter for prize drawing. Fleming Arboretum developing a marketing packet to provide exclusive tours to groups at hotels. OED wanted to be a role model in this when planning our Made In Maui County Festival, with our entry fee of \$3.00 per head generating \$24,000 in revenue.

11. OED started looking at ways to give a **kick-start to the organization to raise sponsorship money** by offering challenge grants. We offered the first challenge grant to Kite Surf Pro. If they raised \$10K in sponsorships, OED would give them \$10K. Then we helped them by putting out a County Press Release announcing the challenge. They were successful raising their sponsorship money.
12. **OED approached outside sources to leverage what we were willing to give to a specific purpose.** This approach resulted in Pulama Lanai giving us \$30,000 as a one to one match for the Lanai Small Business Revitalization grants. Also, Innovate Hawaii added an additional \$10K to our \$10K to be used to take companies to the Made In Hawaii Festival, and another \$10K for the Made In Maui County Festival. OED was successful in leveraging our funding for the Maui Energy Conference with an additional \$80K in sponsorships.
13. **OED has either visited or had a meeting with every single grant project of our current grantees of OED.** Some examples of our visits include hiking through the Molokai watershed, visiting a community kitchen in Kipahulu, flying in a helicopter over Maui Invasive Species work sites, visiting the Molokai Slaughterhouse, hiking through Fleming Arboretum to name a few. In addition, OED has monitored dozens of events that we fund.
14. By visiting projects, many times OED specialists would be able to **see opportunities or give advice to help a grantee be more efficient,** approach a problem in a different way, and also refer them to other sources of help. This is where having OED staff with a strong business background helps enormously. Our specialists and director made numerous recommendations about better, more efficient ways to carry out the project. OED also provided valuable consulting that warned grantees of potential business mistakes they were about to make or had made.
15. OED routinely manages approximately **100 active grants** at any one time. OED fields **hundreds of phone calls** from grantees each year.

HTA/CPEP

- **Maintained a productive partnership with Hawai'i Tourism Authority** initiated in 2002, that provided Maui County **\$1.6 million in funds** over 2011-2014 for product development supporting high quality programs that attract visitors and enrich the community.
- Conducted **annual procurement and review process awarding 92 programs**
- Evaluated all programs and tracked measures that include over 522,348 attendees YTD
- Hosted **annual capacity building workshops for contractors** on marketing, social media, project & budget management and sponsor development; and provided routine consults with organizations to increase capacity
- Promoted Maui County's annual calendar of unique events and attractions via county website, HTA, MVB, MHLA and tourism partners
- Outreach to Hana, Molokai and Lanai communities to benefit from HTA resources supporting product development, natural resources and Hawaiian culture
- Compile archive of program and event photos OED uses for promoting Maui County

OUTREACH

- OED staff gave **numerous speeches** at Rotary clubs, chamber meetings, business organizations and other workshops and conferences always making sure the Mayor was mentioned for his good work.
- Multiple **OED trips were made to East Maui** to monitor events, meet with grantees, see projects.
- Did two **OED outreach trips to Molokai**. We brought nearly the entire OED team to Molokai to meet with the community, visit our OED projects and grantees, and interface with the staff at Kuha'o Business Center.
- Did one **OED outreach trip to Lanai** with the entire team plus many separate trips by specialists.
- OED **participated in the CEDS** process to update our comprehensive economic development survey

WORKFORCE DEVELOPMENT

- **OED workforce development office will be working on the transition from WIA to WIOA.** This will be a complex transition because the old program will be overlaid with the new Workforce Innovation and Opportunity Act. Two programs will be running simultaneously until the old program contracts are finished. This will take the staff a tremendous amount more time to manage these programs.
- On March 30, 2011, the County of Maui, in partnership with the Hawaii State Department of Labor and Industrial Relations (DLIR), presented a Green Workforce Development Symposium. The symposium focused on where the County is headed in the green industry and its workforce. Featured speakers included various leaders of the green industry in Maui County.
- In partnership with the with the Hawaii State Department of Agriculture and DLIR, Maui County presented its first **Agriculture Skills Panel Forum** on June 7, 2012. The skills panel was presented as a means to accomplish one of the Governor's goals to re-establish agriculture as an essential industry by developing statewide strategic plans with input from the various counties.
- **OED sponsored two water education and management workshops, one on Moloka'i and one on Maui.** The workshops were presented by the University of Hawaii CTAHR, SLIM, and EdVenture programs. The workshops were a result of priority needs shared at the Agriculture Skills Panel Forum. The County was recognized by the State DLIR as the only county to provide an immediate return to the agriculture industry stemming from input of the skills panel forum.

ENERGY ACHIEVEMENTS

- OED designed, sponsored, and promoted Maui's first ever **Solar Summit in 2013**. It was attended by over 300 people, and was so successful that the idea of a National Energy Summit was born from this.
- OED raised Maui to a level of national prominence by producing the **first national conference on energy** ever hosted by our island. OED negotiated with NEDO and Hitachi to join and sponsor our conference. Our conference **"Electric Utilities: The Future Is Not What It Used To Be"** was attended by approximately 450 people. OED brought in MEDB as a partner, but was involved in all the details in planning from program, to marketing, to logistics.



- Since the beginning of our administration, the **amount of renewable energy in MECO's system more than doubled**, to 30%, far faster than planned or expected by MECO.

- The County began to make some of its own renewable energy for the first time. Through the guidance of our energy commissioner, **21 County facilities now have operating solar pv systems that save Maui County approximately \$500K per year in electricity costs.**

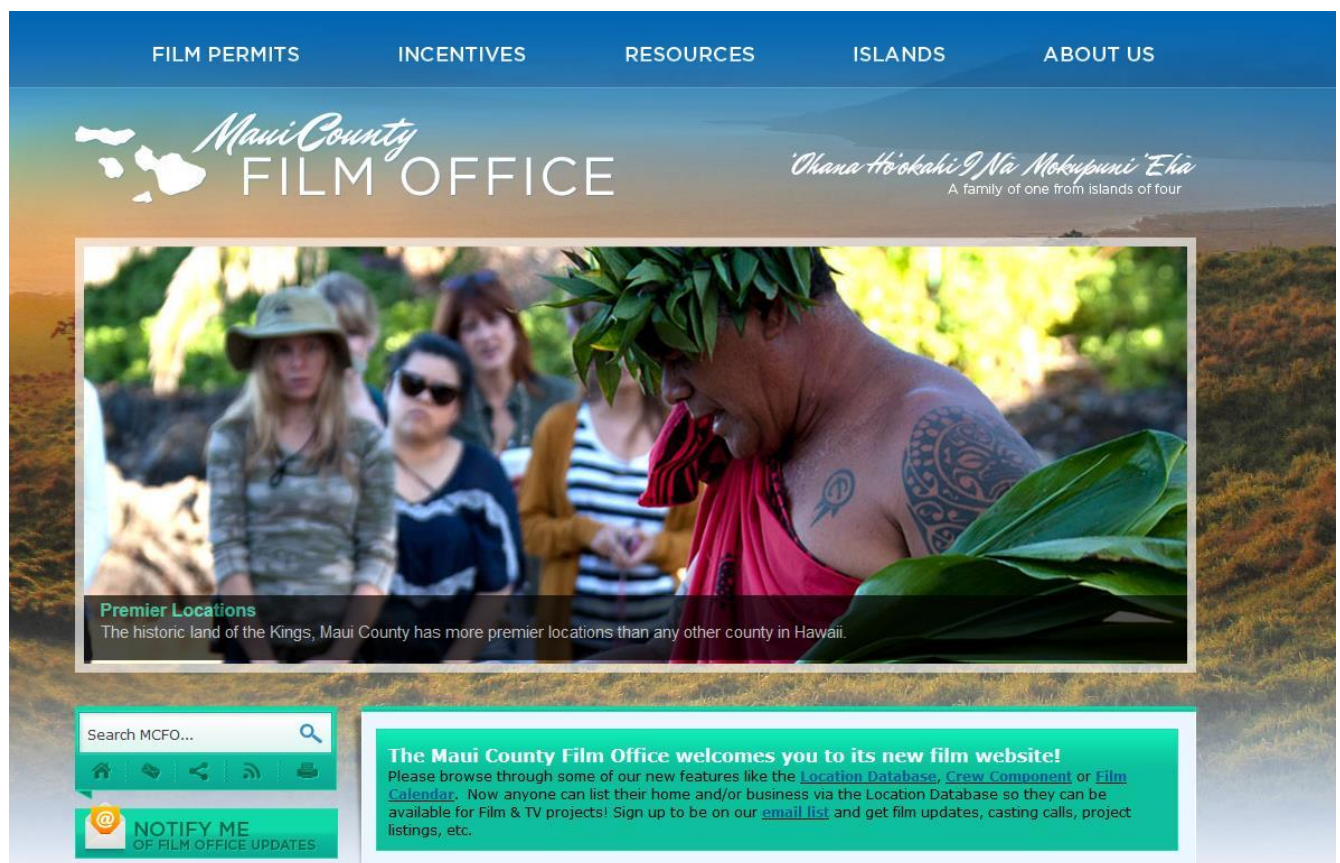


- OED implemented **community benefits** into the permitting process for the Auwahi wind farm to benefit Native Hawaiians.
- OED successfully implemented PPAs (Power Purchase Agreements) as a mechanism to allow use of federal tax credits on County projects, thus **lowering cost of the power,**
- OED oversaw the successful **implementation of first phase of JUMP Smart Maui** has led to a new larger phase of the project valued at \$ 50 million

- OED Sponsored an **"Undersea Cable" community information meeting** with NextEra a contractor interested in building the cable. The meeting was attended by about 75 people.
- **International awareness of Maui** has increased. Maui speakers at Smart Cities' events in Tokyo and Yokohama have included the Mayor, Managing Director, and Energy Commissioner.
- Our **Energy Commissioner served on a panel with** MEDB at the 2014 IRED **conference in Kyoto** on renewable energy integration into the grid. The speaking invitations are due to our good working relationship with NEDO. The Energy Commissioner is a main point of contact for this relationship

FILM OFFICE ACHIEVEMENTS

- OED created and managed the **search process for the new film commissioner**, which led to the successful hiring of Tracy Bennett. OED was commended by several search committee members on a very organized and successful process.
- OED worked with MIS to develop **www.filmmaui.com**. The website has since elevated our film presence and is now being marketed continually by the Film Office and the film commissioner.



Current Film Statistics

2012 Production spend in Maui County:	\$932,000
2012 Production days:	126
Local 665 Union Memberships:	22

2013 Production spend in Maui County:	\$1,550,000
2013 Production days:	330
Local 665 Union Memberships:	30

2014 Production spend in Maui County: \$3,240,000

2014 Production days: 1,425

Local 665 Union Memberships: 42

- OED Created "Industry Night" at Maui Tropical Plantation, sponsored by OED and the Maui County Film Office. Four events held; 715 attendees; 6,052 media impressions
- 6 Industry publication advertisements
- 4 Industry conferences/seminars attended
- MCFO to lead Hawaii booth at AFCI Locations Trade Show in March 2015
- Still Photo/Ad campaigns: Victoria's Secret, Hanna Anderson, Eddie Bauer, American Eagle, Nike, GoPro, Marie Claire Italy.
- Television shot in Maui: "Surviving Marriage" (A&E), "Total Divas" (Bravo), "Hollywood Exes" (Bravo), Travel Channel, Discovery Channel, HGTV, PBS, Animal Planet, E!, BET, OC16, Time Warner Oceanic Cable, Travel Japan, BMW, Subway, Maui Jim, Ocean Vodka.
- Film shot in Maui: "The Inquisitor" (Relativity Media), "Point Break 2" (Universal Pictures), "Blue Water Sailing" (Van Wormer Prods. Germany), "Moana" (Disney Animation).

MAUI COUNTY BUSINESS RESOURCE CENTER

- MCBRC met with Leonardo Sequeira (MEO) and Kevin Block, Immigration Services Coordinator, County of Maui to discuss holding **citizenship classes at the MCBRC**. This will meet the need of providing a service to the underserved Latino residents of Maui County. We were informed that they are not legally able to own a business with becoming a U S citizen. We have hosted 7 5-week workshops.



- MCBRC played a major role in the startup of the **Maui Business Brainstormers**. The group meets monthly at the MCBRC. They share and learn subjects related to starting, running and growing their own business. They have grown from about 9 members to over 300 members. Membership is free.
- Presented a 1 hour lecture on “**Assessing Export Potential & Developing International Business Plan**” to participants of the Export University training session held on July 25 & 26, 2012 at the UH Maui College.

- In 2013, teamed up with the **Administration of Native Americans** (ANA) to **provide workshops** on building capacity and program planning for Non-Profits to enable them to apply for grants from the ANA, as well as any other grant funding entities.
- MCBRC has created a resource center that is professional, efficient, and truly a one-stop shop. We have reconfigured the entire office, made renovations (worked with contractor), discarded unnecessary items to be able to accommodate more classes and streamline services. Our workshop area is utilized almost every day with workshops, training classes, meetings, etc.

We try to assist each and every one that walks into our office or calls us by providing information or resources to help them. Please note that we receive many calls from people who have questions or concerns regarding government services, but do not know where to get help.



- MCBRC helped numerous businesses obtain their building permits to be able to start their businesses.
- MCBRC collaborated with the Hawaii Health Connectors to organize the first "Small Business Expo" at the Queen Kaahumanu Center on 9/27/14. The 19 organizations that participated in this event presented information and resources to entrepreneurs in Maui County. Organizations also were able to interact with one another as they were all at the same venue at the same time.
- MCBRC assisted the Film Office with the **processing of Film Permits**, in collaboration with the Maui Police Dept. and the Dept. of Parks & Recreation.

Services Added to MCBRC:

- Worked with MIS, Treasury & Finance to implement the **collection of water and refuse** payments. Most recently, MCBRC was the first to start providing the option of using credit cards for payments
- Added MCBRC to the **TWC Wi-Fi Hotspot Network** – clients have free access to Wi-Fi up to 60 minutes per day, per device. Provided by Oceanic – negotiated this service at no additional cost to the County.
- MCBRC assisted with the Energy Commissioner by **issuing key fobs** to approximately 150 electric car owners, as well as served as the "service center" for questions, information and notifications of non-working charging stations at the County Building.
- Assisted 54 vendors with obtaining their **Vendor Business License** from the DMV. Assistance provided to make certain that all requirements are complied with before submitting the complete application to the DMV. Help is provided to vendors if they are denied their permit.
- Initiated **notarial services** on premises.

- Started **Video Conferencing with Kuha'o Center** – transmitting workshop viewing – utilizing equipment that were purchased by the previous administration, but had not been utilized at all. Other meetings were also transmitted between organizations on Maui and on Oahu. Addition of updated video equipment for better transmitting quality. Working on plans to be able to connect with Lanai.
- Managed 12 grants for OED. Provided reimbursements in a timely manner.
- Managed the **EZ Zone program**. OED was successful in adding 18 new companies to the EZ zone program before the state took away the benefits in mid-2011. These companies collectively have received several hundred thousand dollars in tax rebates. The state has reinstituted the EZ benefits, and we will be attending a conference in Honolulu to discuss the new program rules.
- Oversaw the **renovation of the Maui County Business Resource Center** by taking out stained linoleum, tiling the bathroom, carpeting the entire center, and reconfiguring the classroom which allowed us to add 10 new seats. We also walled in two small offices to be used by small business counselors who volunteer time at the center.

Comparative Statistics for MCBRC

- Under prior administration – 2010

Total Number of people served	4108
Number of workshops -	70
Number of workshop participants	618
- In 2013

Total Number of people served -	5568
Number of workshops -	87
Number of workshop participants	859
First time to MCBRC	1180

KUHA`O BUSINESS CENTER (Molokai) ACCOMPLISHMENTS

- OED Director **developed the hiring process for the new manager of the Kuha`o Business Center** after the death of Annette Pauole-Ahukuelo. After publicly advertising applications and interviewing, all applicants were presented to the Mayor. **Jennifer Hawkins** was chosen to be the manager of the center.
- FY 2013 3.7 % increase in the number of clients served from previous year's figure (2013 fourth quarter was 56.7 % increase over 2012 fourth quarter); Increase the amount of workshops provided to the community by 15% increase
- FY 2014 was a great year at KBRC with a 27% increase in clientele serve with a total 1905 served. We reached 64 new clientele this year, as well as increased our partnerships by 47%, adding ONABEN and Hawaii Energy as our most recent new partners.
- **Increased the number of workshops offered this year** to 37 plus 13 workshops at the conference for a **total of 50**. The center is thriving with 272 clientele utilizing the computer services available and 192 clients utilizing the counseling services provided.
- In 2013, Kuha'o Business Center was **able to connect via video conference to the Maui County Business Resource Center for the first time**. Over 25 video conferencing sessions were offered with approximately 26 individuals participating. The numbers dropped off as 2014 progressed due to poor quality connections.
- First partnered with ONABEN- Our Native American Business Network and Red Wind Consulting in 2013 on a **Native SBA grant** to conduct a 2-day "Indianpreneurship" Training with 10 native Molokai business owners.

- We conducted our second “Indianpreneurship” training in 2014 and expanded our partnership to include MEO for an **ANA SEEDS grant** which will bring ONABEN to Molokai to conduct Native Entrepreneurship Empowerment workshops 3 times per year for 3 years. Molokai is one of three tribal groups nationwide participating in this grant.
- In October 2014, **a new video conferencing system was implemented** with the capability of producing webinars, recording video conferences, and allowing presentations to be presented without dimming the lights because of greater resolution.
- 9 businesses applied for **Made in Hawaii Festival in 2013** with 3 selected through county program to participate.
- Conducted the **Molokai Business Conference** with over 13 off-island speaker. In attendance were over 50 Molokai entrepreneurs and business owners. Kuha’o Business Center partnered with MEO BDC, UH Maui College, and Molokai Chamber of Commerce.



- Partnered with **Hawaii Energy for an educational energy conservation and financial literacy workshop** and dinner with 124 community members participating.
- With assistance from the Mayor's staff KBC was able to conduct a **3 day Mobile TWIC unit** where by 128 individuals received their Transportation Worker's Identification Credentials Cards. 30 County employee cards were renewed. This saved businesses over \$75,000 and enabled Molokai businesses to continue to pick up goods at the wharf.
- 12 businesses selected and participated in **2014 Made in Maui County Festival**. Each obtained at least one new account and multiple leads to follow up on. One business was invited to participate in the Ben Franklin Show as a result. Also, 3 Molokai businesses will now have product at the Maui Ocean Center.
- Produced an Educational/Promotional video with Akaku's Molokai Media Center- **"Made on Molokai"**.
- Taught 7 sessions on "Business Start Ups" to Molokai Middle School and High School students during the **2014 Molokai Future Fest**.
- Worked with UH Maui College, Maui Food Innovation Center, and UH EdVenture to secure a reduced Molokai rate and host Lou Cooperhouse for **2 Molokai Food Innovation Workshops** on Molokai.
- Solicited QLCC and MEDB to partner for a 4 free workshops on Molokai: **1. Social Media Boot camp, 2. WordPress Web Design, 3. Molokai High School Social Media Etiquette, and 4. Molokai High School- The Business of Social Media taught by Peter Liu**

- Worked with County Council Members Stacy Crivello and Don Couch to conduct a series of educational meetings and survey on the **Home Based Business Proposed Ordinance**.
- As a result of the Maui Ag Skills Panel, in 2012, KBC partnered with local farmers, UH CTAHR, and Workforce Development receiving a **\$5,000 grant** from the state and county to conduct a **2 phase Water Workshop series**. The first phase was a Water Education Workshop and Panel Discussion where by representatives from state agencies controlling the islands water served on a panel to discuss the present water concerns and look at ways to address those concerns. Represented on the panel were: DHHL, CWRM, HDOA, DLNR, Hawaii Legislature, and CNHL. This event was recorded and ran on Akaku Media Station. The second phase was an on farm demonstration of different irrigation techniques with and without windbreaks. An evaporation pan was set up and farmers were shown how to make their own evaporation pan.
- Kuha'o Business Center worked with **Makakuoha Cooperative** on Molokai to partner with UH CTAHR, Molokai Community Service Council, and the Kohala Center to apply for and receive a **\$40,000 RBEG Grant** to purchase equipment for the composting portion of their cooperative.
- Kuha'o Business Center also partnered with **Makakuoha Cooperative**, the Kohala Center, and UH CTAHR to apply for and receive a **\$32,000** (Molokai's portion- there are 7 other co-ops on this grant) **USDA Socially Disadvantaged Farmer's Cooperative Grant** to conduct farmer training on Equipment Safety, Cooperative Development, Cooperative Board Training, Direct and Collective Marketing, Series of 3 Composting Workshops (Composting, Natural Farming, Bio char).
- 2013-2014 Set up **educational displays/booths** at 5 partner events to promote the center as a resource.

Clients Served:

2010	2011	2012	2013	2014
1661 Total	1459 Total	1402 Total	1803 Total	
46 New	36 New	15 New	54 New	34 New

ADDENDUM

Sampling of testimonials and Press Releases for OED projects

Testimonials:

Sample of Feedback received from the Energy Conference

Program Committee member Jonathan Koehn said he was “incredibly impressed” by the recognition of the transformation taking place in utilities and a focus on opportunity and vision for the future. “It doesn’t matter where we’re starting from, it’s the evolution of the energy business model that is essential and we all can explore the opportunities together,” he said. “These are the visionaries,” he said about the participating policy-makers, government leaders, legislators and top executives of the utilities and renewable energy companies. “To me it’s a great partnership and spectrum that came here,” said Koehn, the Regional Sustainability Coordinator for the City of Boulder, Colo.

Molokai businesswoman Barbara Haliniak, who serves as president of the Molokai Professional Women’s League, said she was initially skeptical about the conference and concerned that speakers and conversations would be of technical nature.

“I’m so glad it wasn’t so technical that I couldn’t understand,” she said. Her takeaway from the conference: “In order for the utilities and renewable energies to move forward, the entire community needs to engage in dialogue. That’s the only way you are going to get where you want to go. ... You can’t be one-sided.”

Arlan Chun, senior vice president of development and construction for Pulama Lanai, said the conference was helpful for him and his organization’s goals in seeking sustainability for the people of Lanai. “I think it opens our eyes to some of the issues we’re going to be facing,” Chun said.

Steffes Corporation, a manufacturer in the oil industry, was one of about 20 exhibitors at the conference. Al Takle of Steffes Heating System said he found networking with the top leaders in energy policy and outlook to be most helpful at the conference. As far as the prospects of the future in energy, Takle said: “The rest of the world is watching the Hawaiian energy market as they navigate this transformational change.”

Samples of Testimonials from Vendors at the Made in Maui County Festival

“The Made in Maui County Festival took my little “mom and pop” business to the public. 9000 more people know we exist. Mahalo Teena and your hard working staff.” *Patricia Gomes of Island Inspired Creativity*

“Proud to be part of the unique expression that is Maui.” *Jill Painter, artist of j.Painter*

"An uplifting, encouraging experience. Great to have so much positive feedback on my work." *Jennifer Throne of Jennifer's Gourds*

"It was all about connections, contacts, and exposure." *Lynn Baldwin of Jonez and the Soarriw Seas*

"The impact was even greater than the enthusiastic individuals who visited our booth. Another incremental breakthrough in becoming known on Maui." *Arnie Kotler of Koa Books*

"Local product means local business and local jobs. MIMCF brings awareness and activity both locally and off island. We need this badly as local tourist trade is down significantly in our sector - offshore is the future!" *Roy Wemyss of Kula Herbs*

"The Biggest benefit to our business was to get exposure and get our name out there. We loved it and can't wait till next year "GOD willing!" Thank you so much!!!" *Lyndon Dela Cruz from Molokai's Lanakila Designs*

"All the positive feedback I received about my products gives me confidence to move ahead in my new venture." *Andrea Schmitt of Lustrous Maui*

"We are a very small business and right now, we do not have a storefront. Most of our sales are generated through our online store and communication is done through social media—blog, Facebook, Twitter, Instagram. The Made in Maui County Festival allowed us to showcase our products and reconnect to the community we grew up in. After attending college on the mainland, it was great to be able to share our products and designs with the community we love so much. Communicating face-to-face, talking about our designs, and sharing what we do with the rest of Maui was a huge benefit to us. We were able to reach out to the people who are not online and we made promising business contacts. The Made in Maui County Festival was a great opportunity to share our work and make new friends. I also wanted to mention that Kim and Casey were very helpful and accommodating! Kim especially went above and beyond to help out and make the event go smoothly." *Jes Matsumoto of Matsumoto Studio*

"This one event did more than all our annual advertising could do to "introduce" our company to the public." *Mike Okazaki of Maui Coffee Roasters*

"I made some awesome contacts with potential galleries. I gave away over 200 business cards to customers. Very good exposure. This event also showed me some of the things I can improve on. Mostly feel that it has served as a

launching pad for my business. The Saturday portion of the event allowed me to reach the local market in wonderful venue. 8,000 sets of eyes----NOT BAD!!" *Therese Tice of Maui Dirty Girl Art*

"The exposure to wholesale buyers and small business owners was invaluable! We were very appreciative of the comments we received about our booth, product label, and taste of our Gourmet Popcorn." *Malia Liu of Maui Gourmet Popcorn*

"Exposure!! We had wonderful feedback and our products were well received. We sold out of a number of items!!" *Libby Behn of Maui Island Love*

"We made numerous contacts with buyers and store owners. This could not have been accomplished on our own without the generous help of the Made In Maui County Festival. The staff for this event was absolutely phenomenal and that is what makes Maui No Ka Oi. We can't wait for next year's event!" *Jae Springer of Maui J&M Photography*

"The Made in Maui County Festival is the perfect proactive, grassroots initiative supporting, growing and elevating Maui small business. As a vendor, Maui Nui Wear had the opportunity to gain exposure that would have been hard to achieve individually; Maui Nui Wear more than doubled our wholesale orders. The Made in Maui County Festival is another great Maui style initiative helping Maui small business while perpetuating the Spirit of Aloha." *Kauionalani Waller of Maui Nui Wear*

"It was great to sell product on Maui. Most of our art sells off island. We were able to make connections within the Maui community with new customers and vendors alike. I think people will begin to look for us each year." *Rob Hawes of Maui Tiki Mugs*

"We can't narrow it down to the biggest benefit because there is quite a few that helped us out a lot. Let start with the tents provided, although we had to do some modifications, having the tent provided was great and made the visual aspect of the event look really professional and appealing! Marketing also did a great job in getting the word out there and getting those 9,000 guests! We also really enjoyed being a part of the fashion show. It was a nice addition to the event. The organization of the entire event really helped us. We do a lot of other local events and having it as organized as it was really helped." *Shanna Kanahele of Native Armor*

"Great to have access to many buyers." *Rob DeCamp of Nohea Island Images, Inc.*

"I believe that the combination of wholesale buyers and retail buyers was the best benefit to our small business. Your advertising and PR was outstanding and we had the opportunity to make the newspapers (twice) which really helped put our small business on the map of Maui businesses. Mahalo to OED and Linn and Casey for all of your work. The team that put the event on could not have been better. You crossed your t's and dotted your i's and thought of just about everything that vendors could need or want, right down to the boy scouts helping us get our items to our vehicles, which helped move us out quickly. Big mahalos everyone!" *Caroline Arena of Ono Nuts*

"Exposure. Many of our existing accounts got to see all our products and meet a representative of our company first hand." *Lorna Keliipuleole of Molokai's Pacifica Hawaii Salt*

"Congratulations to the Mayor's Office of Economic Development and the Maui Chamber of Commerce for putting on one of the most successful and organized shows I as a small business owner have ever participated in - mahalo for your support of small businesses with products made in Maui." *Barbara Chung of Palapala Designs*

"This event brought together the best of both worlds. Our awesome support from locals and the generosity from tourist visiting our talented island. It was a great way to communicate and share my Maui Made art to many awesome people from all over." *Jaclynn Sabado of Paradise Now*

"This event provided my company with access to buyers that I got to meet and was not able to do so before. Thank you so much. The advertising opened up clientele and our exposure by at least 50%." *CJ Hookano of Poi by the Pound*

"It provided great exposure to people who have not seen my product yet." *John Cadman of Pono Pies/Maui Breadfruit Co.*

"I am just so pleased to have been able to participate in this county wide event. The venue was fabulous, the hardworking event coordinators did a brilliant job and I want to just say MAHALO Y'ALL to all the folks who had a hand in making it a tremendous first ever fabulous success. The biggest benefit for my business was exposure to such a wide and diverse audience, wholesale and retail, I just am so thrilled at the feedback on my products." *Patty McCartney of Pualani O Molokai Manae Grown Farm*

"The event gave excellent exposure for my retail store which should promote future sales of my jewelry and generate more sales tax to the county of Maui. So this is truly a benefit to everyone including the customer who can shop for everything at one location. People loved it!!" *Ron Lenius of Ron L. Designs*

"Dream come true." Sarai Stricklin

"The flagship Made in Maui County Festival was a great benefit to my business by giving me the opportunity to connect with buyers from store's and a very large non-stop retail day on Saturday, connecting me with many people that had not seen my work before." Anna Hadley of Seyana Jewelry

"Maui people are supportive of local business, and at an event like MIMCF, with a turn-out of thousands, it shows!" Jessie Ford of Molokai's Teas of Hawaii

"The inaugural MIMCF was the most amazing event for Two Chicks in a Hammock because it put us in contact with numerous buyers and distributors that will help spread "Backyard Juice" across the state and beyond!" Michelle Jones of Two Chicks in a Hammock, LLC

"As a newer food truck on Maui this event gave us excellent exposure to thousands of potential customers. We simply can't measure how much exposure we received, but I am sure we will see the boost in future sales. Looking forward to next year!" Al Janneck of Milagros